

Photos: U.S. Traveler Interest Piqued for Off-Peak European Trips

65% Taking Advantage of Deals and Going to Europe in Next 12 Months

Best, Worst and Free of Europe Called Out in TripAdvisor Survey

NEWTON, Mass., April 24 /PRNewswire/ -- TripAdvisor®, the world's most popular and largest travel community, today announced the results of its annual European travel survey of more than 1,300 U.S. respondents. Sixty-five percent of those surveyed are planning a trip to Europe in the next 12 months. Thirty-six percent said they're planning to take advantage of a great deal to Europe this year, and 28 percent are interested in finding an excellent deal and would go for the right price. Nineteen percent said they would only be lured to go by the deal of a lifetime.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/tripadvisor/37955/>

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Seeking Savings Across the Pond

Thirty-three percent of respondents intending to visit Europe this year said they'll save money by taking advantage of off-peak travel rates, and 50 percent said they are visiting Europe during September or October. Fourteen percent said they would save by using public transportation and 10 percent expect to pinch pennies by preparing meals or eating at reasonably priced [restaurants](#).

Tongue Tied

Eighty-five percent of respondents said they make an effort to sound like a local when traveling in Europe, while 56 percent said they felt taken advantage of because they didn't know the local language. When asked what major European languages they can speak, 43 percent admitted none. Thirty-one percent can speak Spanish, 28 percent French and 13 percent German. Thirty-seven percent have resorted to speaking louder and more slowly in their native language in an attempt to be understood.

Hosts with the Most?

Some travelers find Europeans to be unfriendly hosts. Forty-one percent of respondents believe they are friendlier hosts to U.S. visitors than Europeans are to Americans. Forty-two percent said they have been insulted or met with hostility in Europe because of their nationality.

The Obama Effect

Fifty-seven percent believe Europeans have a better opinion of Americans since President Obama's election. Forty-four percent agree that this perceived improvement in European opinion of Americans since Obama's election increases their desire to visit Europe.

Survey Revealed the Best and Worst of European Cities:

Best Bargain Cities

1. [Prague, Czech Republic](#)
2. London, England
3. Paris, France
4. Lisbon, Portugal
5. Budapest, Hungary

Best Free Attractions

1. London, England
2. Rome, Italy
3. Paris, France
4. Venice, Italy
5. Amsterdam, Netherlands and Barcelona, Spain (tie)

Best Bargain Shopping

1. Istanbul, Turkey
2. Prague, Czech Republic
3. Florence, Italy
4. Budapest, Hungary
5. London, England

Cleanest Cities

1. Zurich, Switzerland
2. Amsterdam, Netherlands and Copenhagen, Denmark (tie)
4. Paris, France
5. Stockholm, Sweden and Vienna, Austria (tie)

Dirtiest Cities

1. Athens, Greece and Rome, Italy (tie)
3. Paris, France
4. Istanbul, Turkey
5. Venice, Italy

Friendliest and Most Helpful Locals

1. Dublin, Ireland and London, England (tie)
3. Amsterdam, Netherlands
4. Edinburgh, Scotland and Rome, Italy (tie)

Most Unfriendly Hosts

1. Paris, France
2. Moscow, Russia
3. Rome, Italy

4. London, England

5. Berlin, Germany

Most Attractive Locals

1. [Paris, France](#)

2. Rome, Italy

3. Stockholm, Sweden

4. Barcelona, Spain, Amsterdam, Netherlands and Copenhagen, Denmark (tie)

Worst Tourist Traps

1. Paris, France

2. London, England and Rome, Italy (tie)

4. Venice, Italy

5. Amsterdam, Netherlands

Top 10 Free European Attractions, According to TripAdvisor's Popularity Index

1. [National Gallery](#), London, England

2. Imperial War Museum, London, England

3. Magic Fountain, Barcelona, Spain

4. Auschwitz-Birkenau State Museum, Oswiecim, Poland

5. Pantheon, Rome, Italy

6. Saint Mark's Basilica, Venice, Italy

7. Notre Dame Cathedral, Paris, France

8. Sir John Soane's Museum, London, England

9. Cologne Cathedral, Cologne, Germany

10. The Resistance Museum, Amsterdam, Netherlands

Top 10 Travelers' Choice Award-Winning Best Bargain Hotels in Europe

1. Hotel Vecchio Asilo, San Gimignano, Italy

2. Arcadia Residence, Prague, Czech Republic

3. Can-y-Bae, Llandudno, Wales

4. Garni Hotel Berc, Bled, Slovenia

5. Pension Bellas Artes, San Sebastian-Donostia, Spain

6. Hotel Al Ponte Mocenigo, Venice, Italy

7. Kenley Hotel, Blackpool, England
8. La Villa Marbella-Charming Hotel, Marbella, Spain
9. Hotel Tagoo, Mykonos, Greece
10. Casa Sibarita, Rafelguaraf, Spain

"Travel to Europe is still an essential annual escape for a number of Americans," said Michele Perry, vice president of global communications for TripAdvisor. "There are some great deals out there, and it's heartening to see travelers are going, despite the times."

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*Source: comScore Media Metrix, July 2008

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